



Buy Detail Report

Revision #: Date: 9/6/2012

Client: Ben McAdams for Salt Lake County Mayor	Estimate: 318	Vendor: KUCW-TV	Send Billing To: Love Communications
Media: TV	Description: Ben McAdams TV	6135 South Stratler	546 S. 200 W
Product: Mayor	Flight Start Date: 9/17/2012	05:00 AM	
Market: Salt Lake City-Ogden	Flight End Date: 11/4/2012	04:59 AM	Murray, UT 84107
Primary Demo: Adults 25-64	Survey: Nov11 DMA Nielsen Live+7		Salt Lake City, UT 84101
Separation between spots: 30	Buyer: Amanda Chew	Phone: 270-2320	Phone: 801-519-8880
		Fax: 281-4503	Fax: 801-519-8884

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 9/24	10/1	10/15	10/22	10/29	Total Spots	Adults 25-64 Rtg/CPP
KUCW-TV												
64	MTuWThF 6:30p-7:00p BIG BNG THEORY<	PA	\$250.00	\$212.50	30	2	2	2	2	2	10	1.9 \$131.58 \$111.84
65	MTuWThF 10:00p-10:30p BG BNG THRY B<	LF	\$120.00	\$102.00	30	2	2	2	2	2	10	1.0 \$120.00 \$102.00
66	Sa 10:30p-12:00a SAT NITE LIVE	LF:1 5	\$143.00	\$121.55	15	1	1	1	1	1	5	2.0 \$71.50 \$60.78
											Total Spots: 25	
											Total GRP/GIMP(000): 7.8	39.0
											Total CPP/CPM: 7.8	\$113.21
												\$96.22
Total Cost:			\$4,415.00	\$3,752.75							25	

Disclaimer:

Signature: _____